

EXHIBIT 18

Message

From: Sean Downey [sdowney@google.com]
Sent: 2/25/2020 3:12:47 PM
To: Mike Miller [mikemiller@google.com]
Subject: Re: Quick question: most recent customer survey data?
Attachments: 2019 PIR W7 - DSP for Google for Sean Downey Directs with agency-marketer driver analysis.pptx

Hi Mike,

I was referring to the Advertiser Perceptions report, which I have attached for your review.

SFD

On Thu, Feb 20, 2020 at 9:26 AM Mike Miller <mikemiller@google.com> wrote:

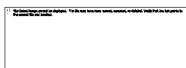
Hi Sean,

Per our last 1:1, would you have the results from the most recent customer survey that you ran?

I hope you are doing well!

Thanks,
Mike

--




✦ **E. T. Michael Miller**
✦ Director, Google Technical Services | Global Customer Care
✦ gTech Boulder Site Lead
✦ mikemiller@google.com
✦ [720-235-1019](tel:720-235-1019)

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646.450.1654
sdowney@google.com





Programmatic Intelligence Report Q3 2019

Methodology

Interviews Overview


DSPs by the Numbers

DSP Performance


Key Takeaways

Download Slides | Watch Video

DSP Methodology



317
Interviews conducted




Fielded
September
2019

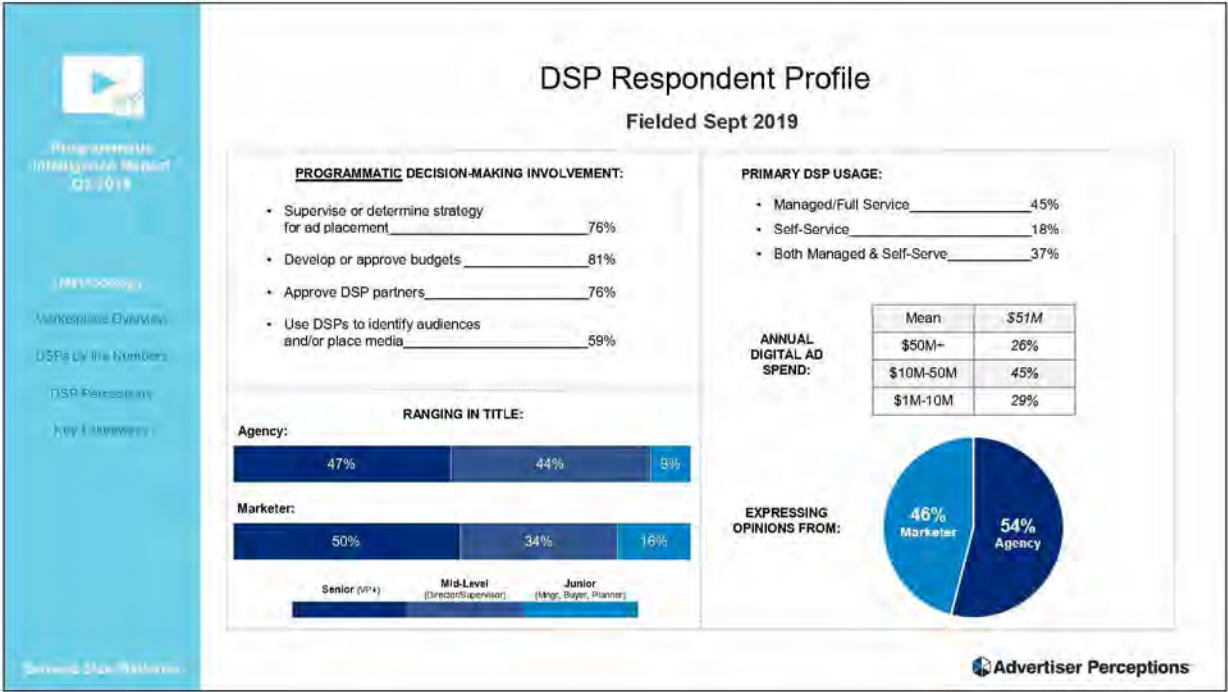
Sample:

Marketer and Agency contacts from The Advertiser Perceptions Media Decision Maker Database and third-party databases as needed

Qualification:

- Involved in the purchase of programmatic advertising
- Used or worked with DSPs in the past 12 months
- Minimum \$1 Million Annual Digital Ad Spend

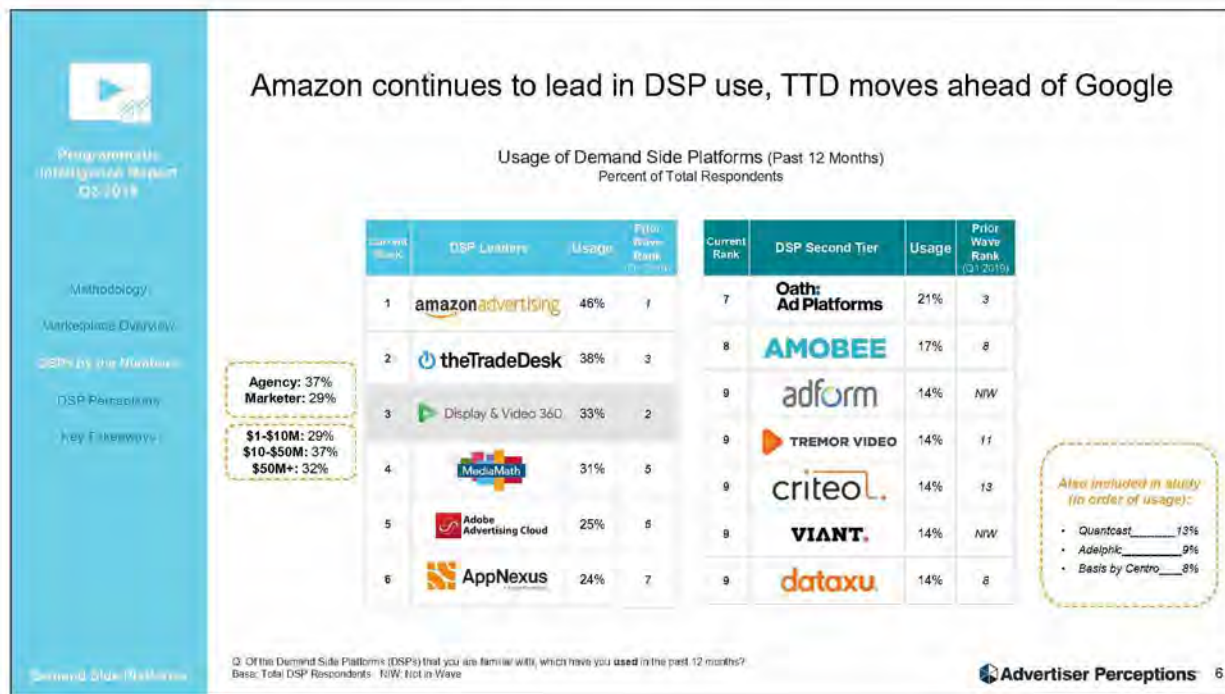




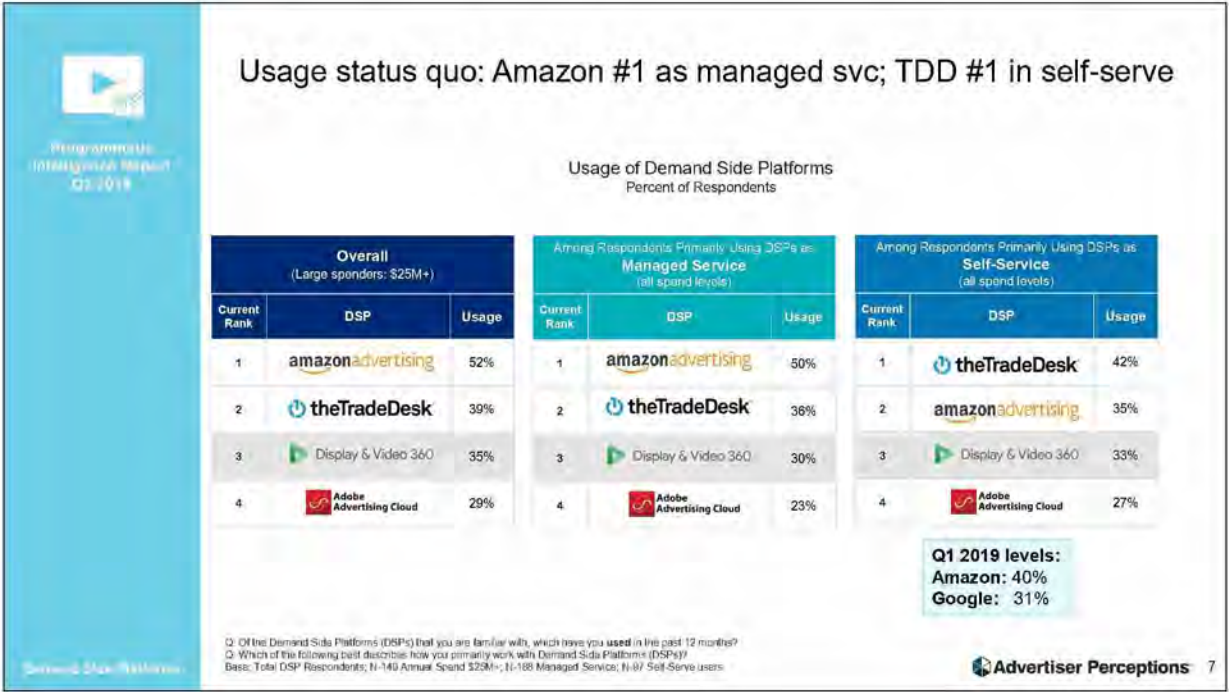




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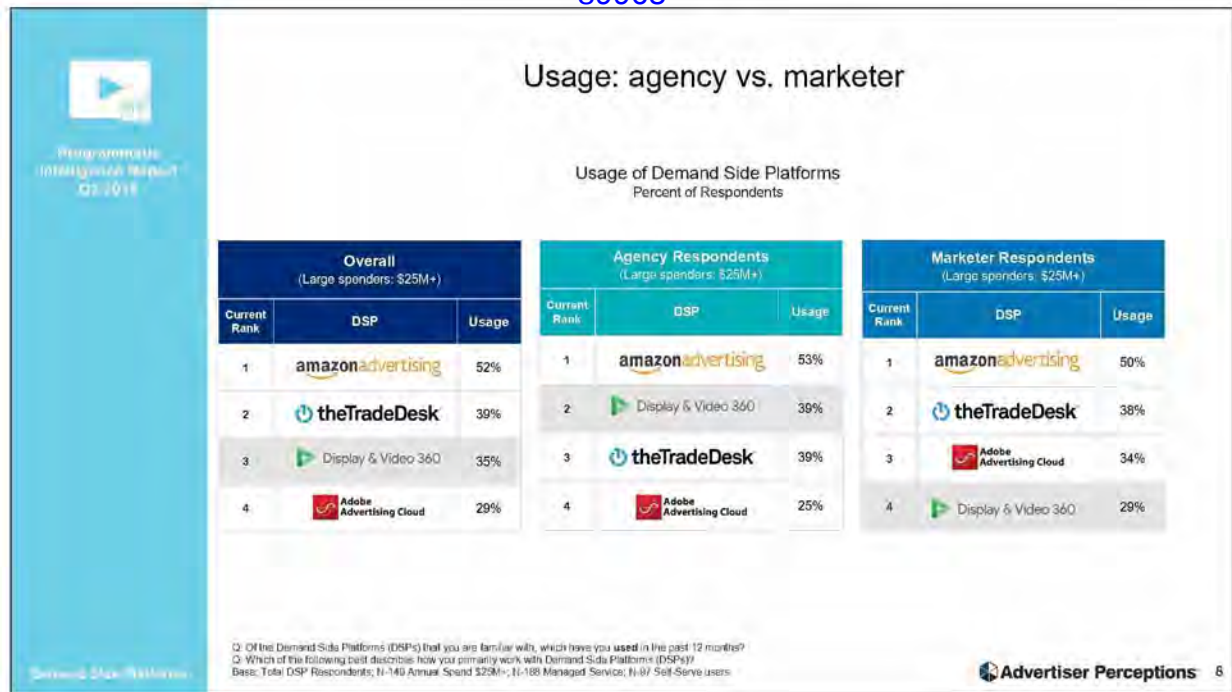


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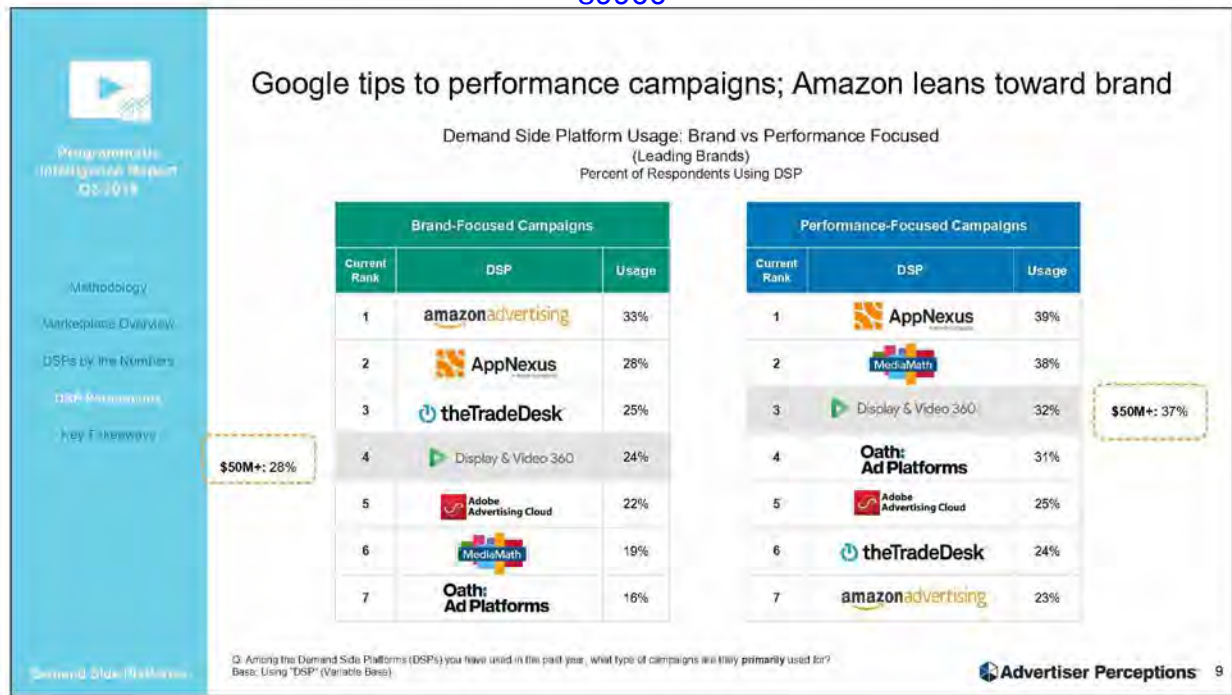
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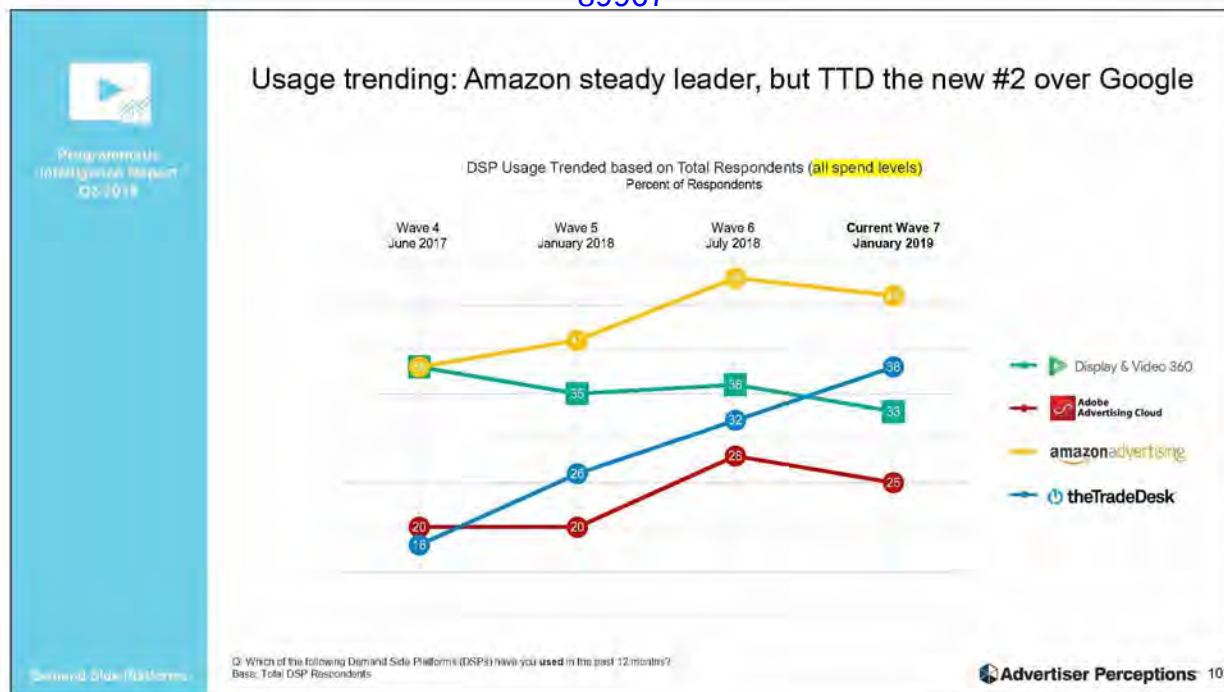


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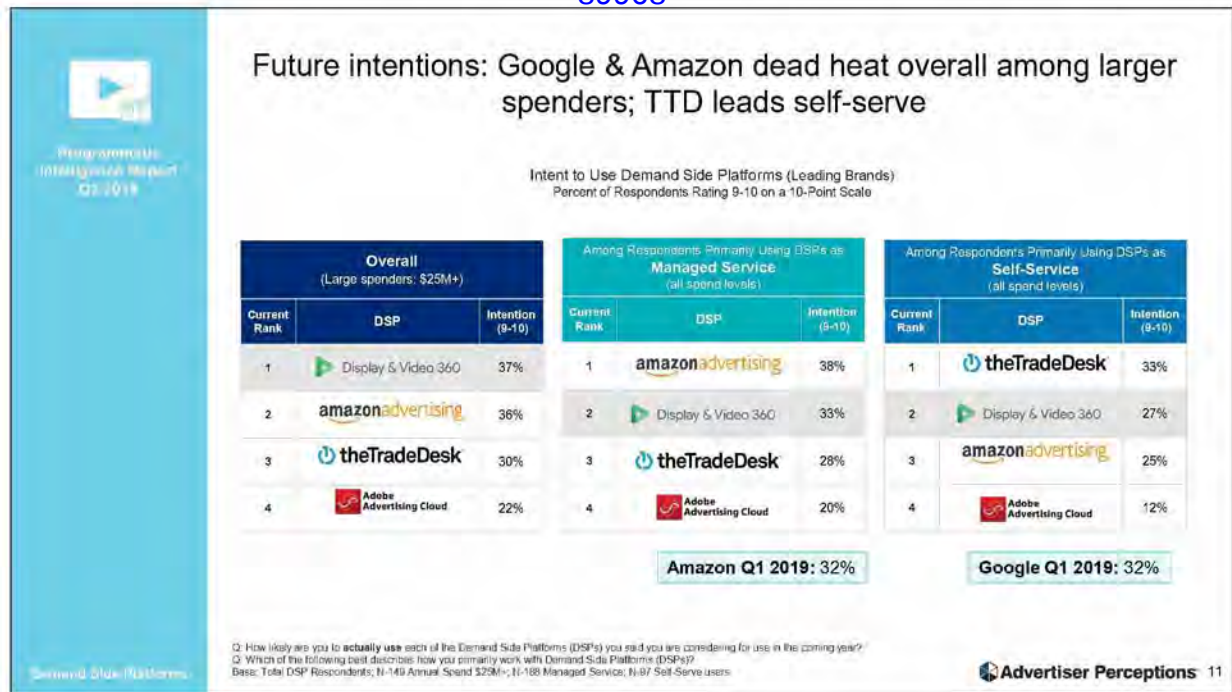
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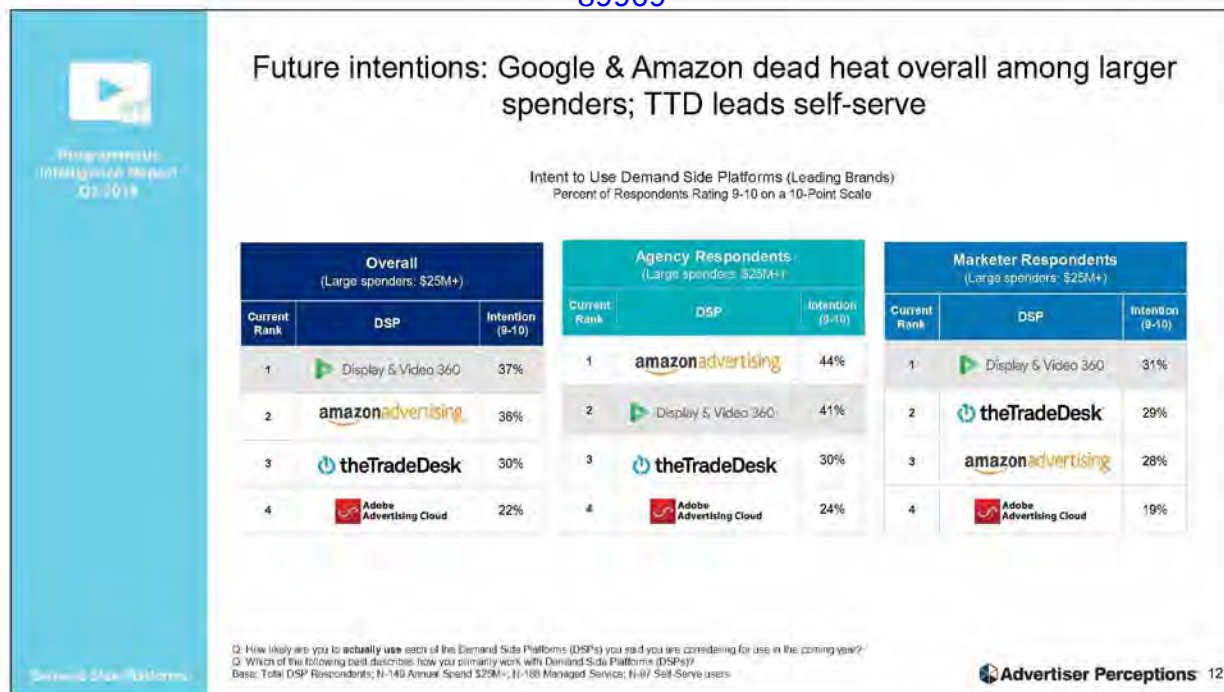
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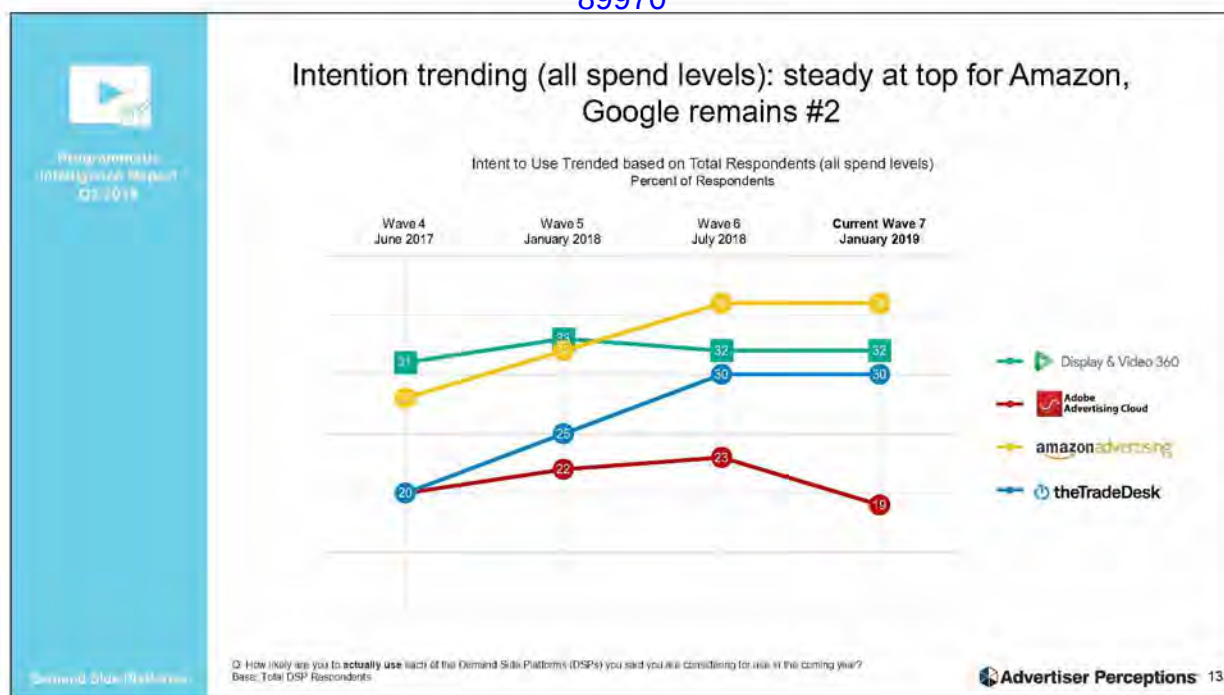
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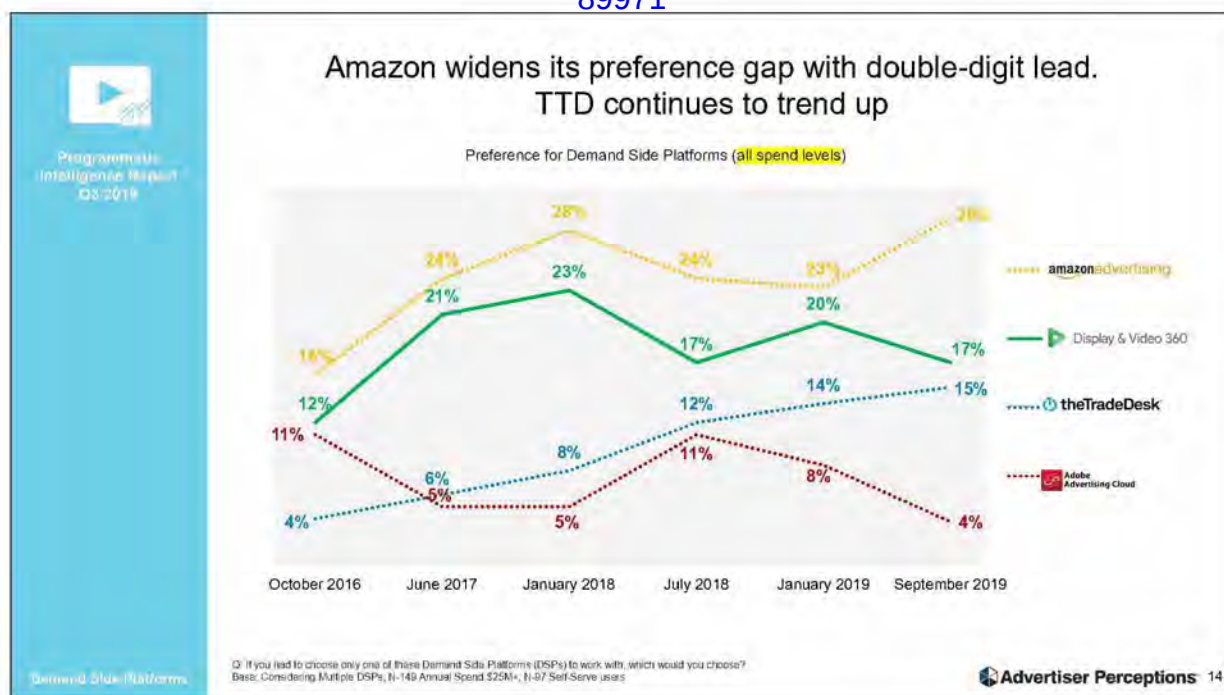
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Q225



Q230



Q226
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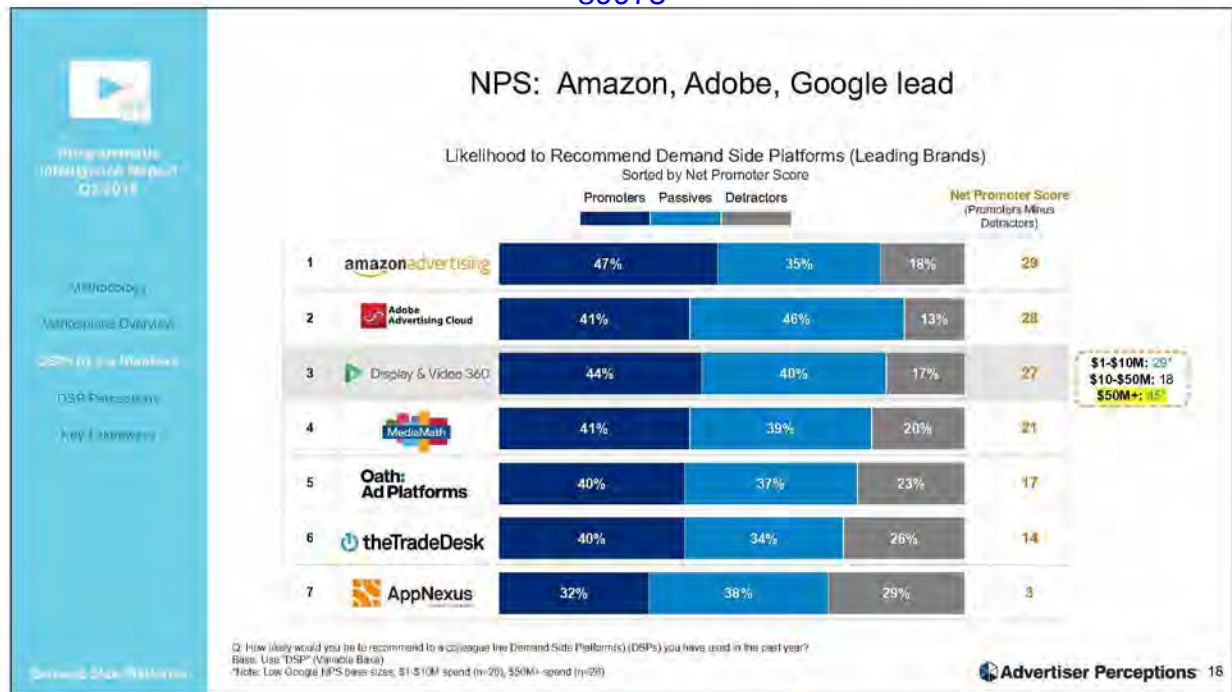
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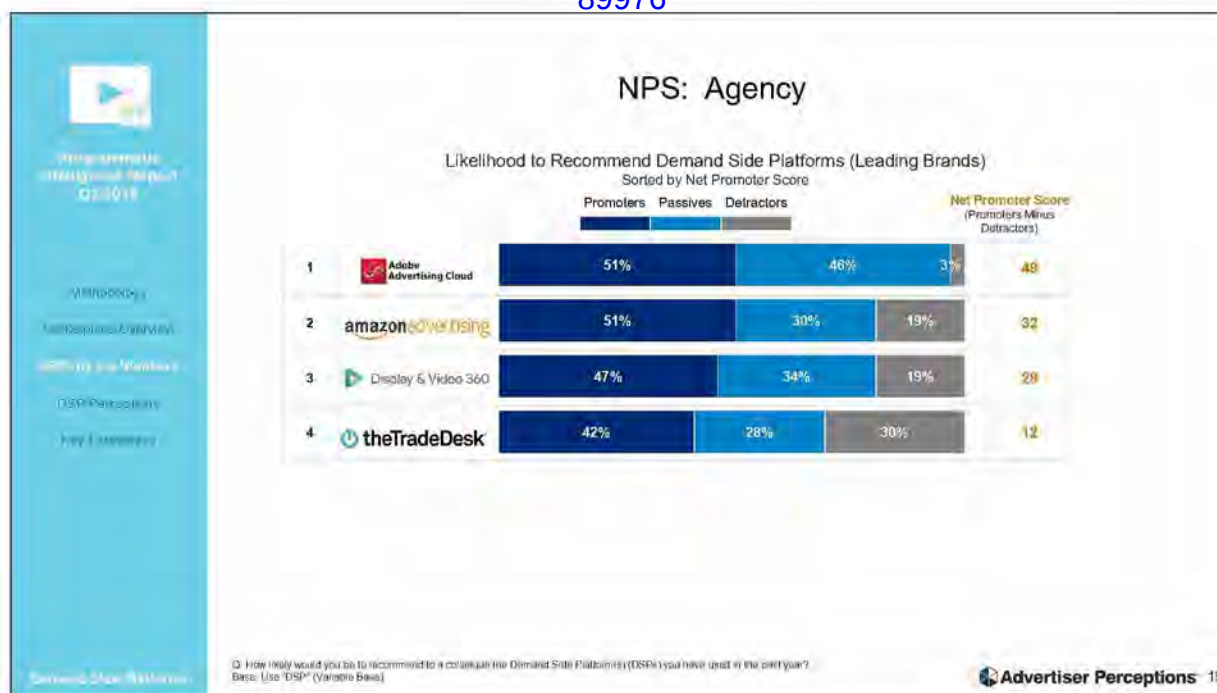
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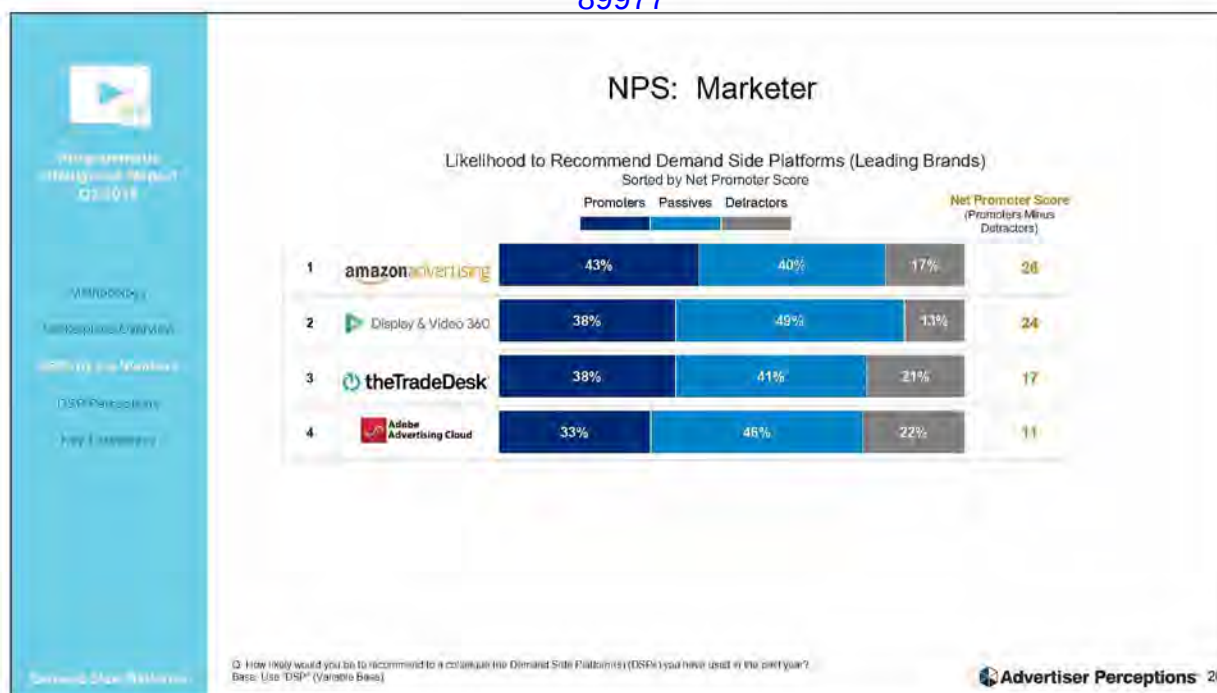
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Q230

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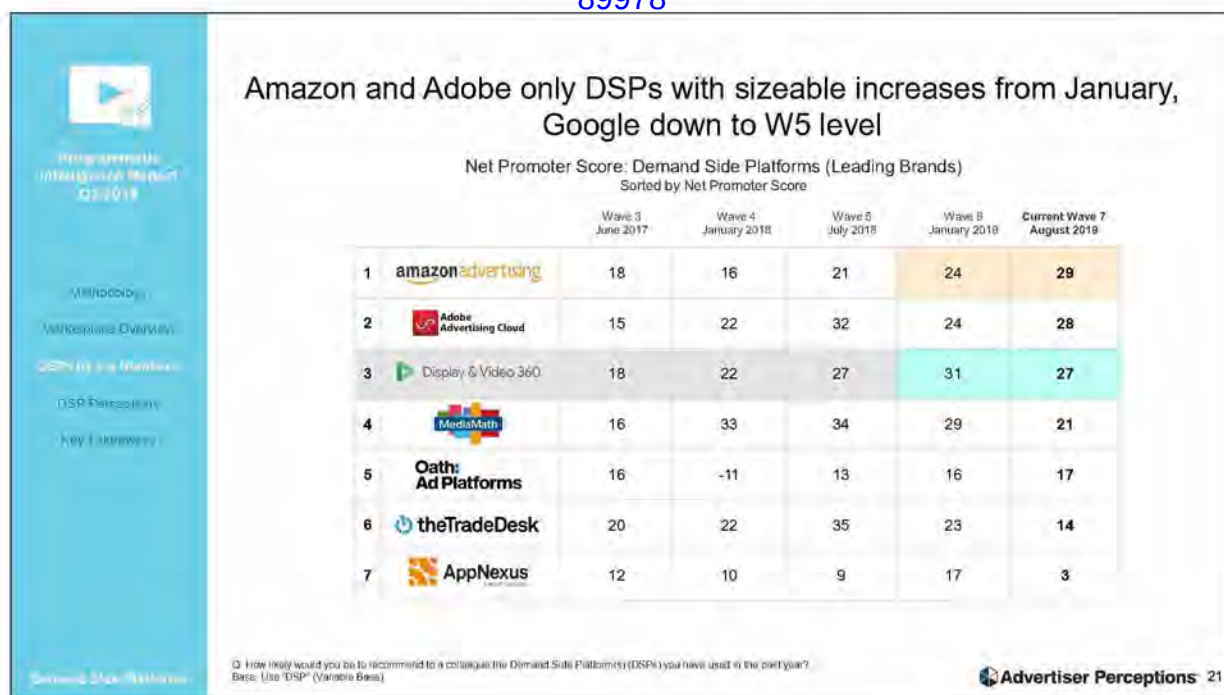
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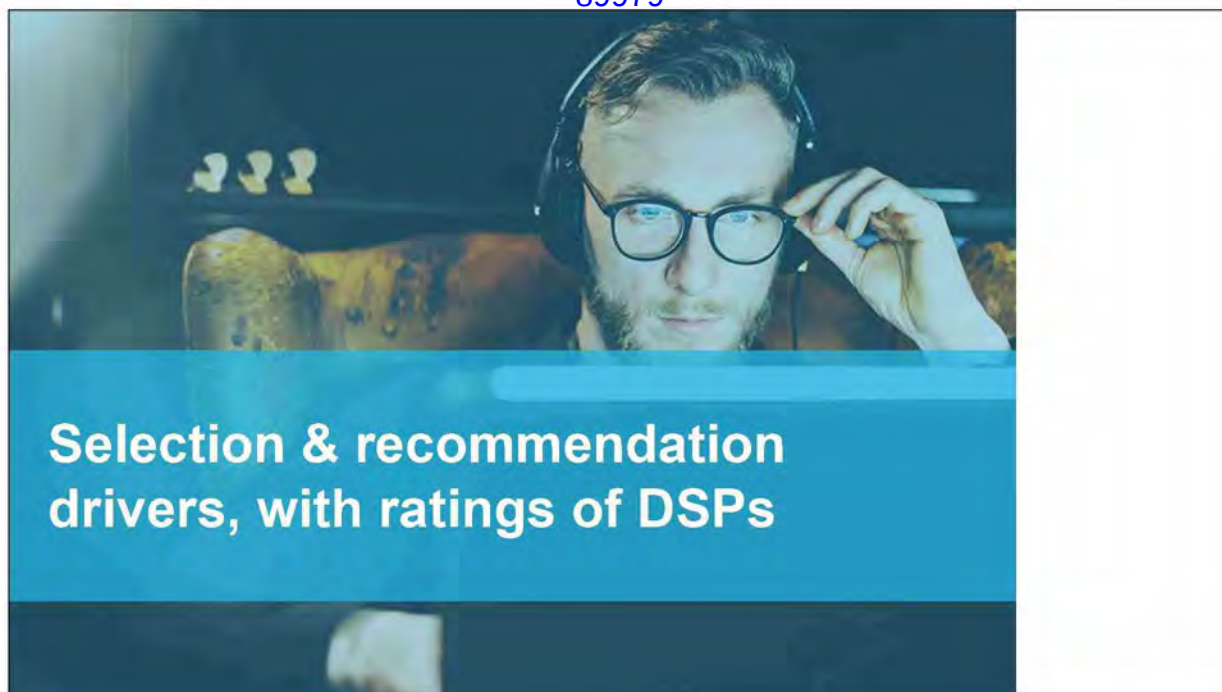
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NPS base sizes: Amazon DSP 146 AppNexus, a Xandr Company 76 Basis by Centro 26 Criteo 44 dataxu 43 Google Display & Video 360 106 MediaMath DSP 100 The Trade Desk DSP 119 Adobe Advertising Cloud 81 Amobee (inclusive of Turn & Videology) 54 Tremor Video DSP 45 Viant DSP 43 Quantcast 42 Adelphic 29 Oath Ad Platforms 66 Adform 46



Q230
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Programmatic Advertising Report
Q3 2018

Video Ads

Video Ads Overview

DSPs by the numbers

Video Ads by the numbers

Key Takeaways

Determining drivers influencing plans to consider & likelihood to recommend DSPs

Overall:

1. QA/Troubleshooting capabilities
2. Audience scale or reach
3. Client platform integration
4. Audience targeting capabilities
5. ROI/ROAS
6. Optimizing for reach/frequency
7. Reputation/proven track record
8. GDPR/CCPA compliance
9. Cost transparency
10. Easy to use interface/UX
11. Analytics/reporting capabilities

Advertiser Perceptions 23

Q235, Q240, Q245
2019SS103W7_Banner 1a_PIR W7 DSP Full Results_WT_Sep27.xlsx

Self-serve DSP selection drivers: Scale, ROI, UX

Self Serve:

1. Audience scale or reach
2. ROI/ROAS
3. Easy to use interface/UX
4. Analytics/reporting capabilities

Advertiser Perceptions 24

Q235, Q240, Q245
2019SS103W7_Banner 1a_PIR W7 DSP Full Results_WT_Sep27.xlsx

Managed Service selection drivers: transparency, analytics, targeting

Managed Service advertisers:

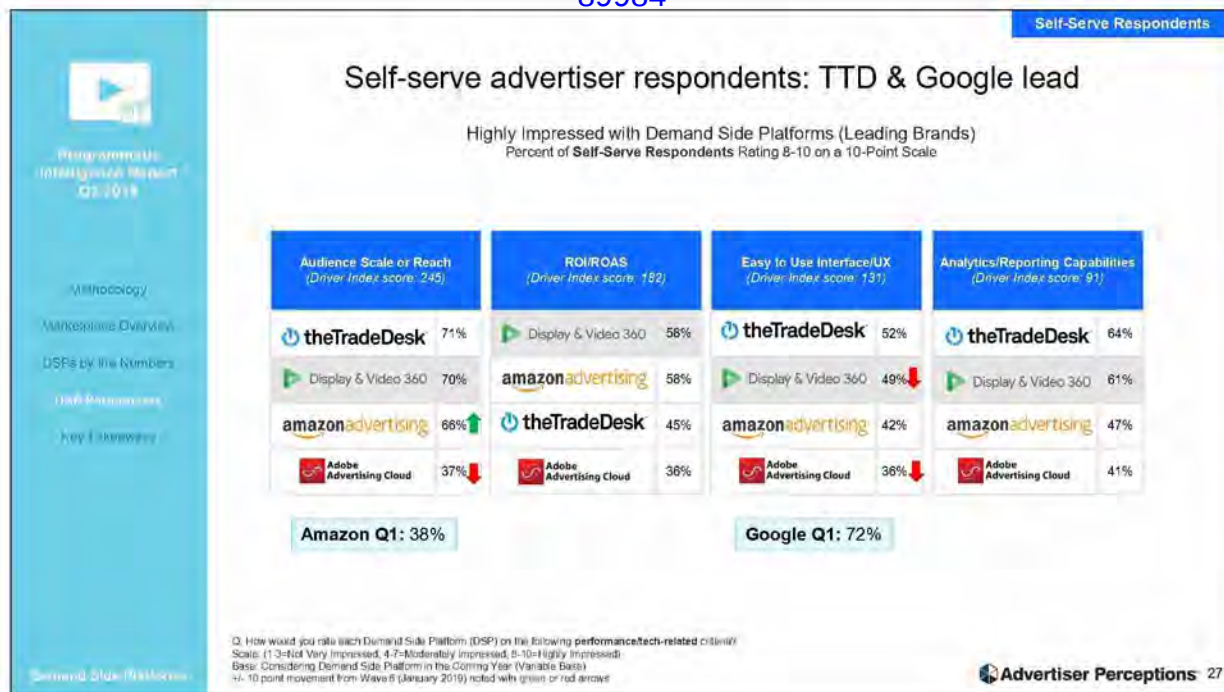
1. Cost transparency
2. Analytics/reporting capabilities
3. Audience targeting capabilities
4. Optimizing for reach/frequency
5. Audience scale or reach
6. ROI/ROAS

Advertiser Perceptions 25

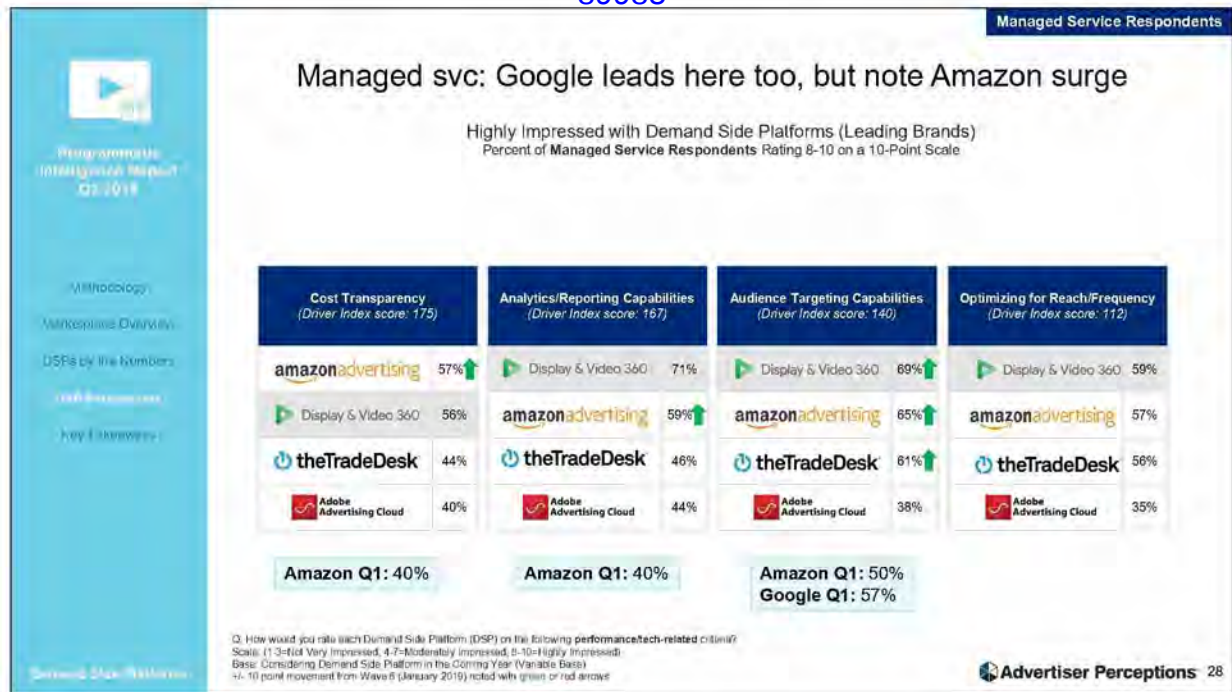
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2019SS103W7_Banner 1a_PIR W7 DSP Full Results_WT_Sep27.xlsx



Programmatic Intelligence Report Q3 2019

- Technology
- Workflows Overview
- DSPs by the Numbers
- 100+ Recommendations
- Key Findings

Second Slide With More


Recommendation (NPS) drivers: campaign insights, vision, app QA

INSIGHTS CRITERIA:

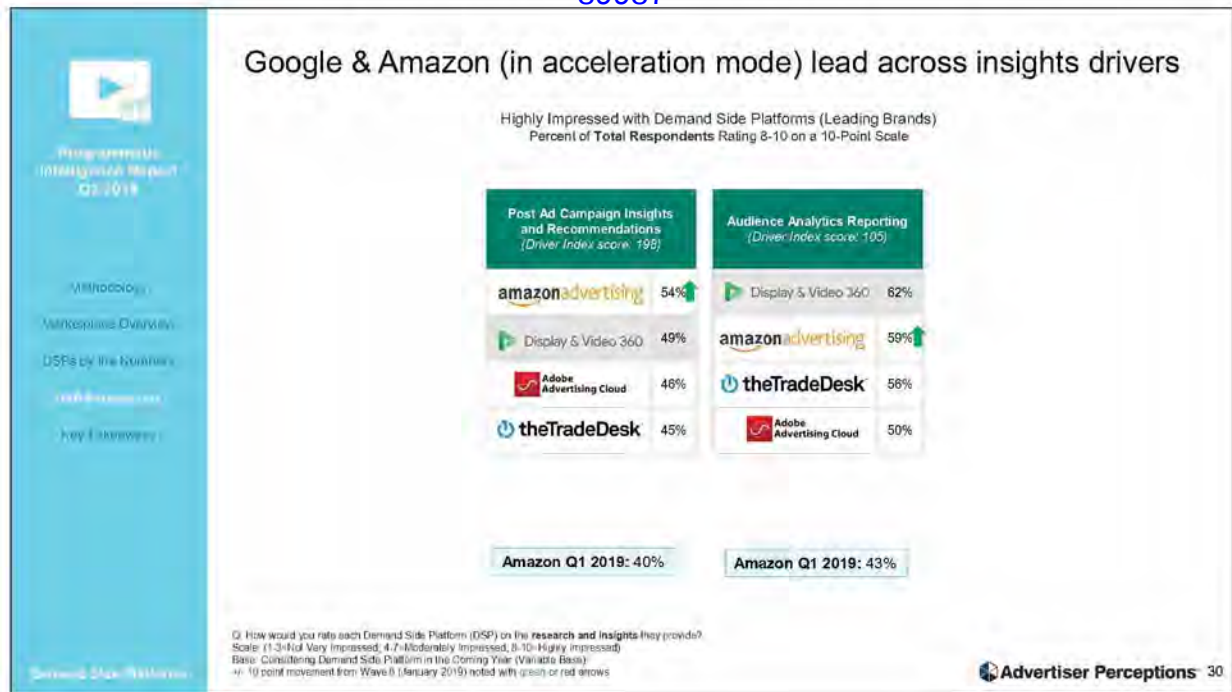
1. Post ad campaign insights and recommendations
2. Audience analytics reporting
3. Thought leadership
4. Exporting data to your analytics platform

RELATIONSHIP CRITERIA:

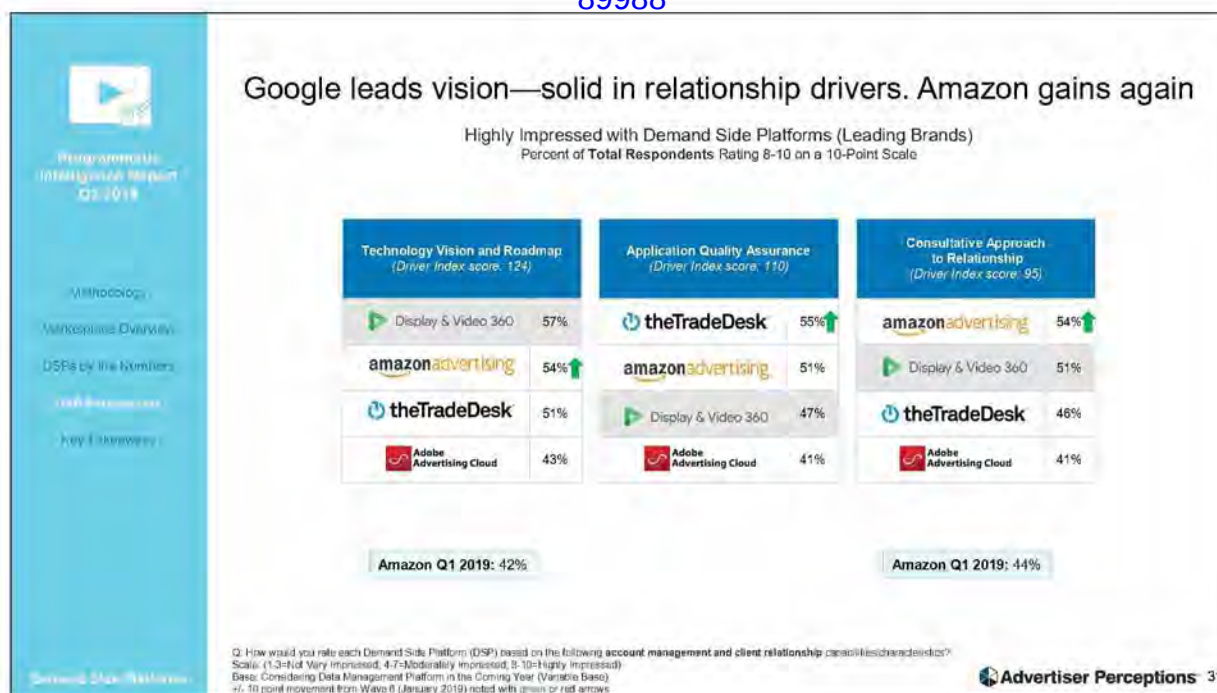
1. Technology vision and roadmap
2. Application quality assurance
3. Consultative approach to relationship
4. Service and support
5. Partnership solves business needs
6. Quality of training

 Advertiser Perceptions 29

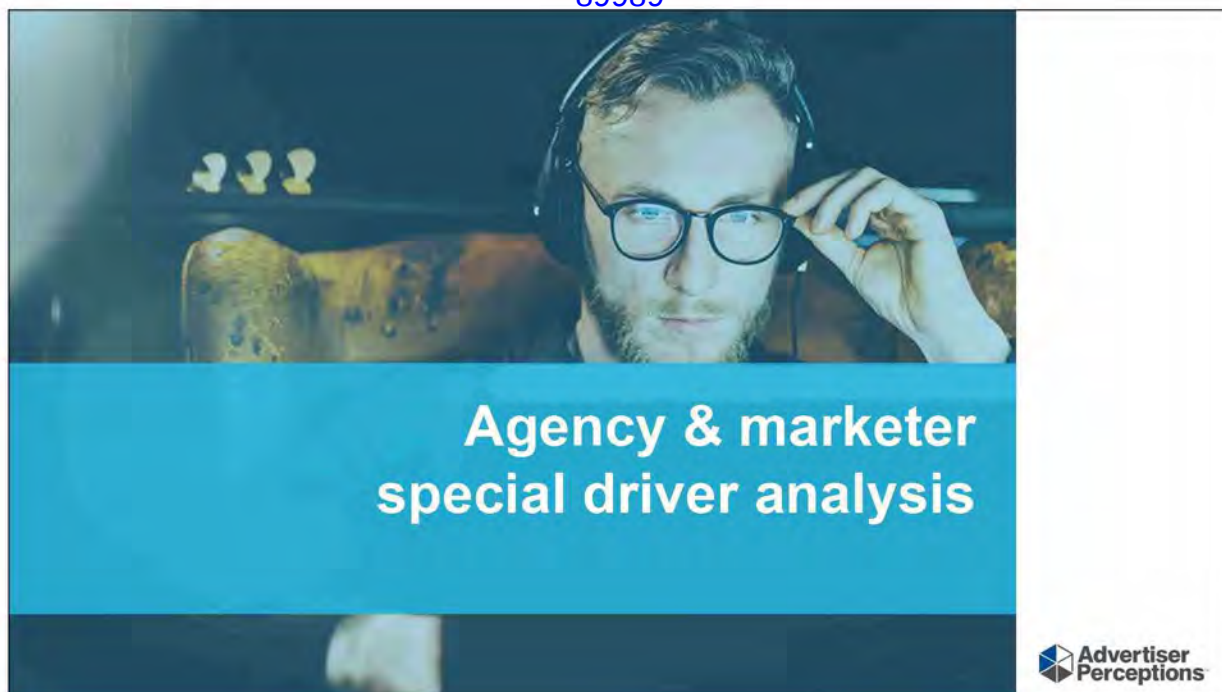
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Advertiser Perceptions
Integration Report
Q3 2019

Video Ads

Marketing Overview

DSPs by the Numbers

Video Ad Spend

Key Findings

Get more data with our tools

Agency/marketer selection drivers*: QA & audience scale in common

Integration key for agencies, UX for marketers

Agencies

1. QA/Troubleshooting capabilities
2. Client platform integration
3. Audience scale or reach
4. Optimizing for reach/frequency
5. ROI/ROAS

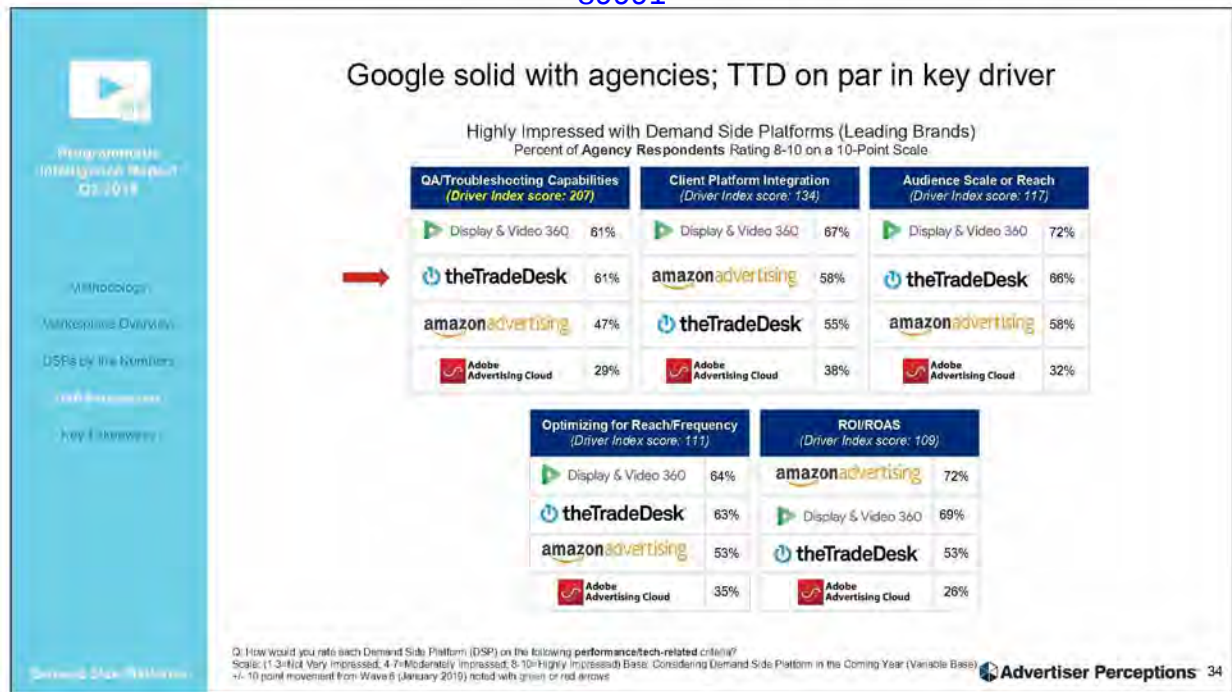
Marketers:

1. Easy to use interface/UX
2. Audience scale or reach
3. QA/Troubleshooting capabilities
4. Reputation/proven track record
5. GDPR/CCPA compliance
6. Audience targeting capabilities

*Ratings criteria correlated to DSP consideration, ranked in descending order of importance

Advertiser Perceptions 33

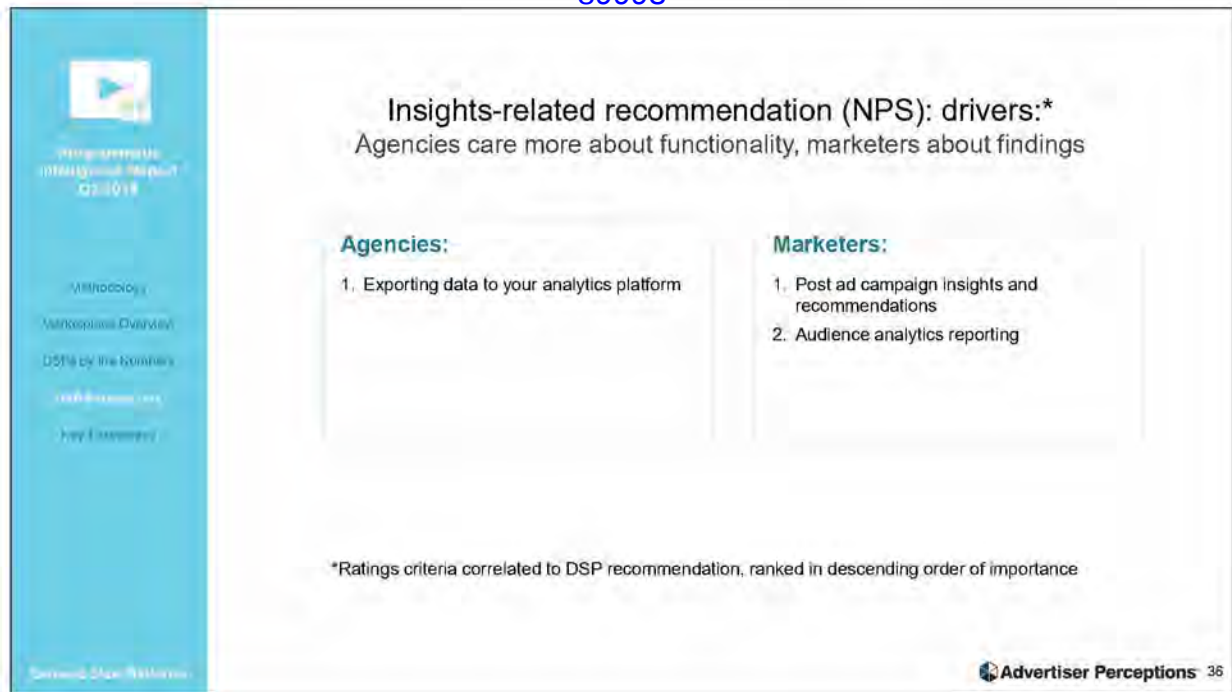
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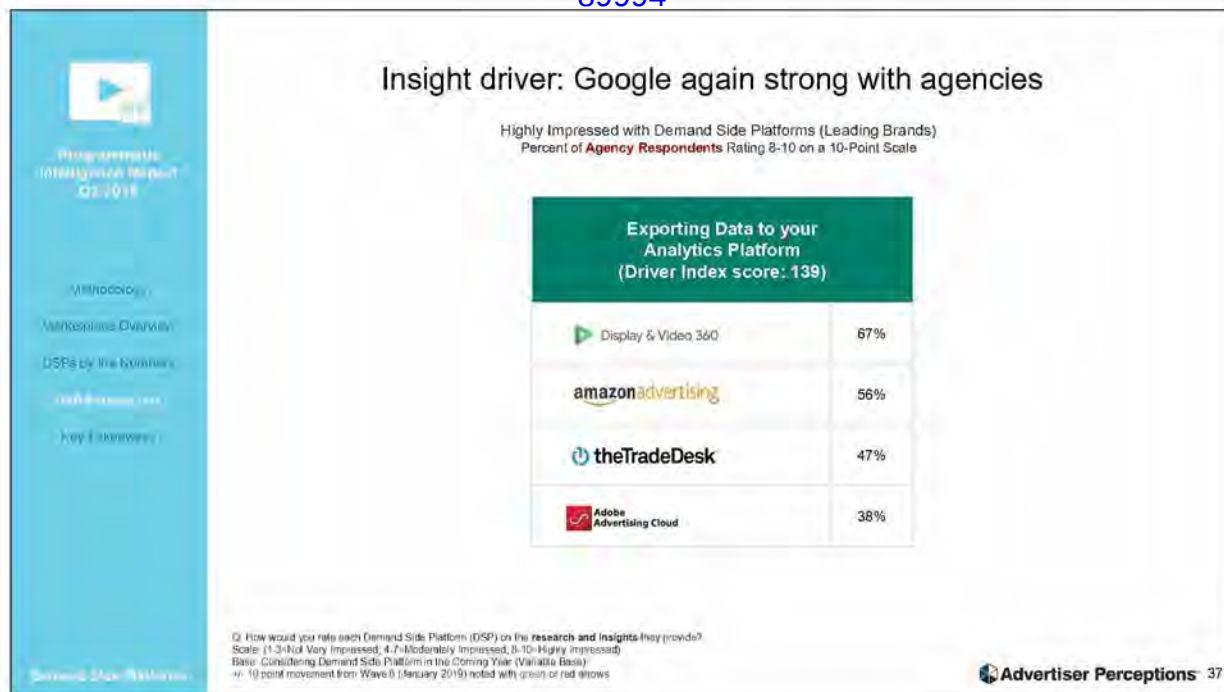
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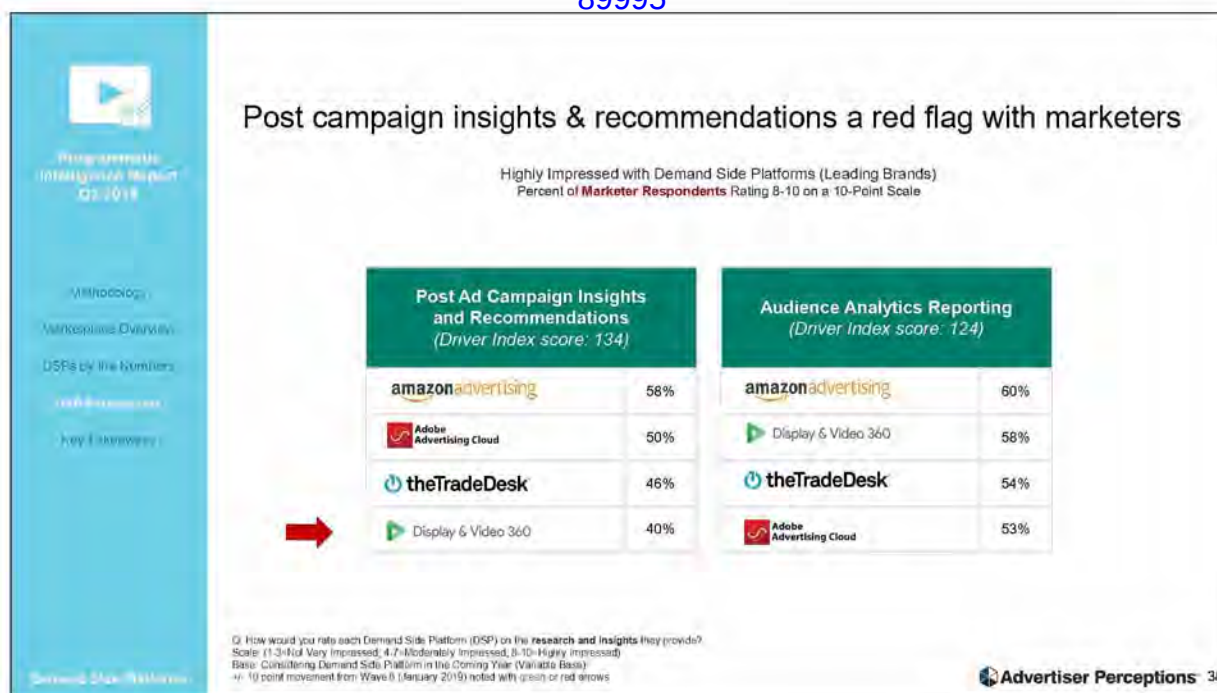
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Q235, Q240, Q245
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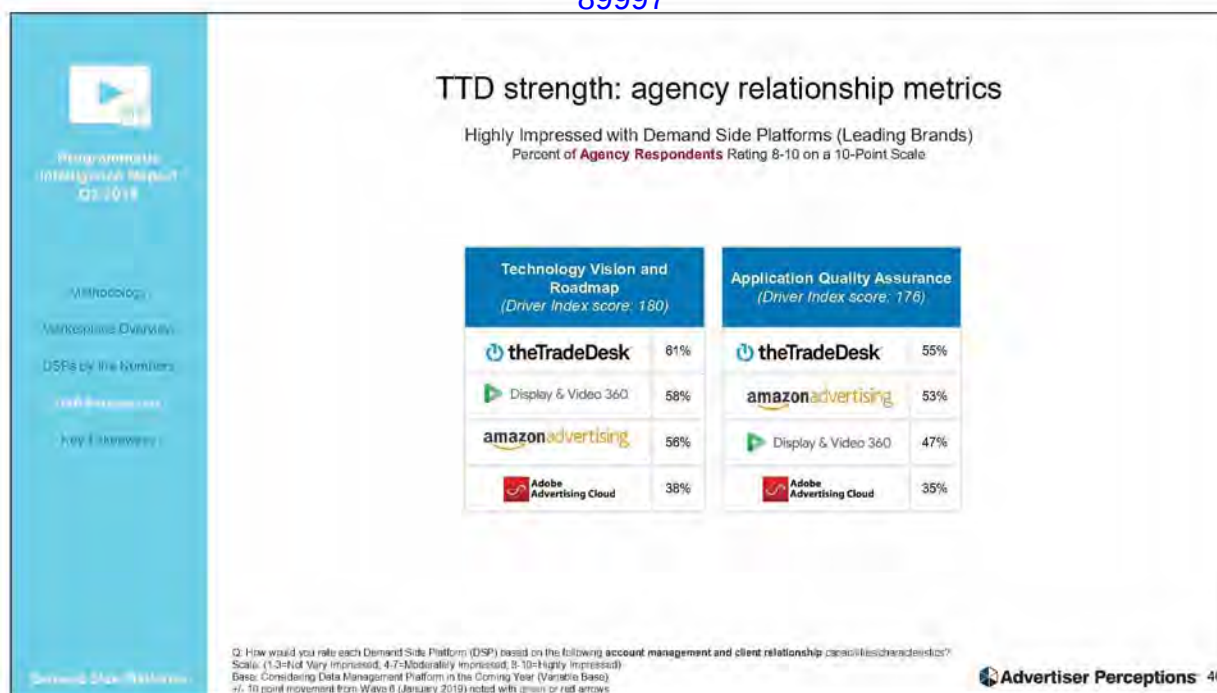
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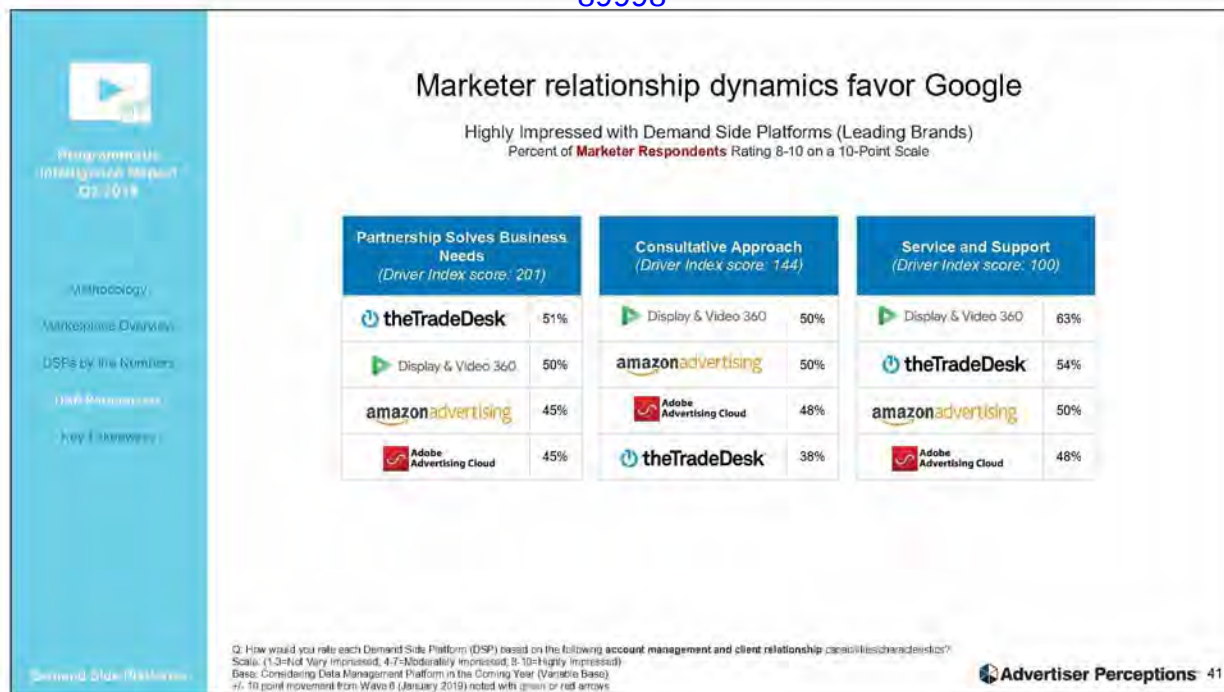
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Q235, Q240, Q245
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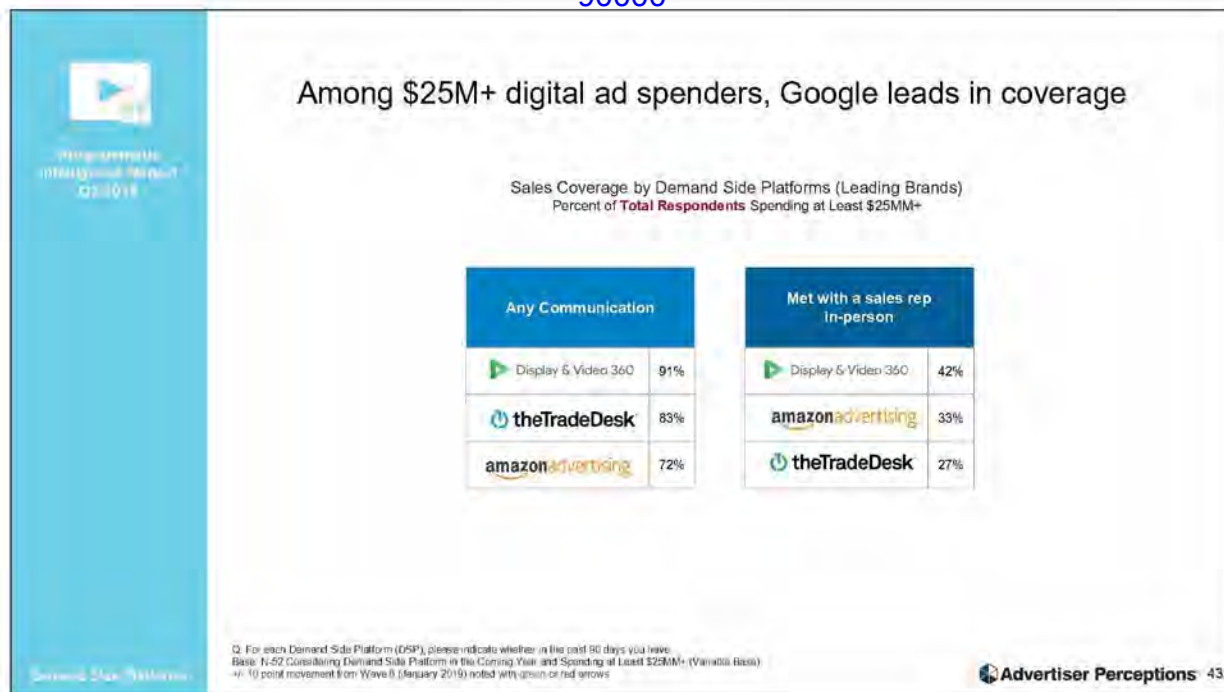


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Q245
2019SS103W7_Banner 1a_PIR W7 DSP Full Results_WT_Sep27.xlsx





Q250



Q250




Q250



**Key Takeaways: original version,
followed by agency/marketer analysis**





Advertiser Perceptions
Strategic Report
Q3 2024

Video Ads

Funnel Overview




DSPs of the Moment

DSP Perceptions


Top 10 Advertisers

Get more data with our tools

DSP takeaways

-  **The good news:** Google perceived favorably by large spenders in selection & recommendation driver criteria
-  **The bad news:** Amazon has higher than ever funnel metrics
And is making strides in two key areas: self-serve and across the board ratings in selection and recommendation criteria
-  **The Trade Desk** is gaining as managed service—an unexpected finding

Advertiser Perceptions 47



Advertiser Perceptions
Strategic Report
Q3 2024

Methodology

Advertisers Overview


DSPs of the Quarter

DSP Perceptions

Appendix


Get the full story at [advertiserperceptions.com](#)

Recommendations



STRENGTHS TO LEVERAGE


- Consideration and intent remains as high as any DSP
- And the de facto ad server for the industry
- Wide perception of delivering best results, analytics, unmatched brand position
- Coverage levels for top spenders leads all DSPs



RED FLAGS TO REMOVE

- Amazon's dramatic perceptual changes seem to reflect a robust sales and/or messaging strategy
- TTD and (surprisingly, suddenly) Amazon a focus for **self-serve** advertisers
 - Given Google's clear strength here, why are perceptions lagging?

Advertiser Perceptions 48



Advertiser Perceptions
Q3 2024

Video Ads

Advertisers Overview

USPs of the business

DSP/Perceptions


Top 10 Advertisers

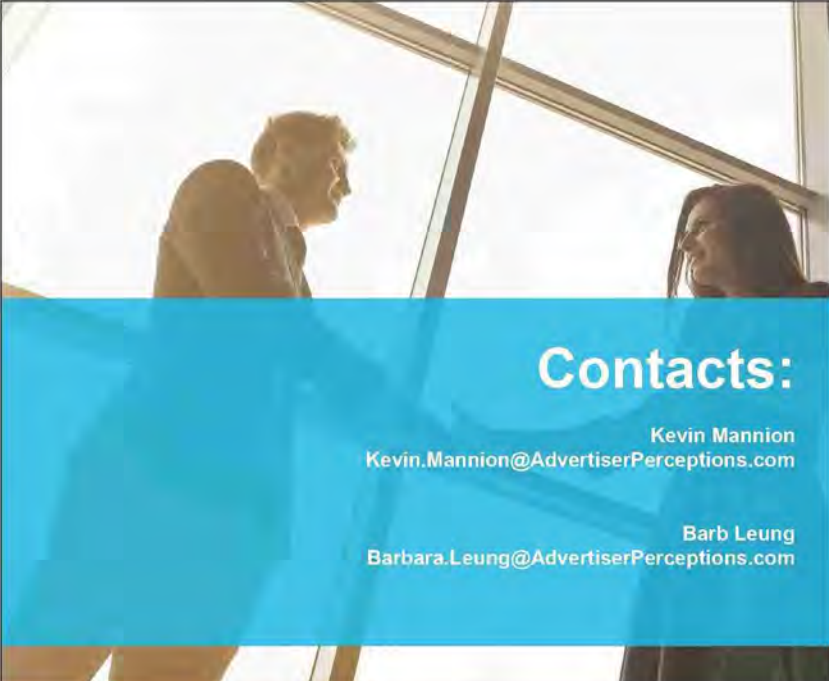
Get more data with us

Agency/marketer analysis

NOTE: except for coverage metrics, in which we segment \$25M+ digital spenders, agency & marketer findings are based on an all-in view (all spend levels)

- **2 of top 3 selection criteria for agencies and marketers align**
 - Client platform integration key for agencies; UX surprisingly pivotal for marketers
 - Google does well in selection drivers with agencies, but TTD on par most critical
 - Amazon leads Google in 5 of 6 marketer drivers
 - Surprise: Amazon is competitive with both Google and TTD in the UX driver
- **Insights:** Google strong with agencies, trailing Amazon with marketers
- **Relationship metrics:** TTD nudges out Google at agencies; Google solid with marketers
- **Coverage:** Google leads marketer in-person meetings; trails both TTD, Amazon at agencies


 Advertiser Perceptions 49



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 **Advertiser Perceptions**

What Advertisers Think™

The More You Know
The Stronger Your Brand
The More You'll Sell™